

Message Text

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PAGE 01 ABIDJA 05716 070941Z
ACTION AF-10

INFO OCT-01 EB-07 ISO-00 /018 W
-----071040Z 095024 /10

R 070810Z JUN 77
FM AMEMBASSY ABIDJAN
TO USDOC WASHDC
INFO USDA WASHDC
SECSTATE WASHDC 3848
AMEMBASSY NAIROBI

UNCLAS ABIDJAN 5716

E.O. 11652: N/A
TAGS: BEXP, IV
SUBJ: FY 78 PROMOTIONAL PROGRAM: HOTEL AND RESTAURANT
EQUIPMENT CATALOG SHOW SCHEDULING

REF: (A) USDOC 10526 (NOTAL)

1. PROPOSED DATES OF OCT 26-28 FOR REFERENCE SHOW
COINCIDE WITH OCT 26-27 DATES FOR USDA'S U.S. SOLO FOOD EXHIBIT
PLANNED FOR HOTEL IVOIRE. THIS PROCESSED FOOD SHOW WILL BE
TARGETED AT SAME AUDIENCE AND WILL BE AN EXCELLENT COMPLEMENT
TO CATALOG SHOW.

2. WHILE CATALOG SHOW COULD BE HELD IN EMBASSY AUDITORIUM
WITHOUT CHARGE, IN VIEW OF THE FOOD EXHIBIT IT MIGHT BE BETTER
TO HOLD THE TWO SHOWS AT THE SAME LOCATION IN THE HOTEL IVOIRE.
USDA HAS RENTED THE ENTIRE SALLE DES FETES FOR ITS SHOW.
WHILE WE WOULD PREFER THAT THE TWO SHOWS RUN CONCURRENTLY (I.E.
THAT THE USDA SHOW BE EXTENDED TO 3 DAYS OR THE USDOC SHOW CUT
BACK TO 2 DAYS) WE ARE SURE SOME ACCOMMODATION CAN BE MADE
THERE WILL BE PLENTY OF EXTRA SPACE IN THE SALLE DES FETES;
USDOC MAY WISH TO APPROACH USDA TO ASCERTAIN WHETHER THIS
SPACE COULD BE MADE AVAILABLE FOR THE CATALOG SHOW FOR THE
2 DAYS WITHOUT CHARGE. IF THE CATALOG SHOW MUST BE RUN FOR
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A THIRD DAY, THE RENTAL COST WOULD BE APPROXIMATELY \$600.
STEARNS

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NNN

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